

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT : **MURPHY**, Gerald B.  
SERIAL NO : 09/777,761  
FILED : February 6, 2001  
TITLE : **METHOD FOR STRATEGIC COMMODITY MANAGEMENT  
THROUGH MASS CUSTOMIZATION**

Grp./A.U. : 3626  
Examiner : NAJARIAN, Lena  
Conf. No. : 4274  
Docket No. : P04722US00

**RESPONSE OF NON-COMPLIANT APPEAL BRIEF (37 CFR 41.37)**

Mail Stop APPEAL  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Assistant Commissioner:

In response to the Non-Compliant Appeal Brief mailed September 6, 2007,  
attached is the section of the brief "Status of the Claims" listing the cancelled claims as  
requested.

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**CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8(a))**

I hereby certify that this correspondence is, on the date shown below, being:

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Date: Sept. 12, 2007

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JOHN D. GOODHUE

## **II. REAL PARTY IN INTEREST**

The real party in interest for this application is the MAKAR Enterprises, Inc., the Assignee of record for this application. An assignment has been recorded at Reel 014707 and Frame 0600 on June 14, 2004.

## **III. RELATED APPEALS AND INTERFERENCES**

None.

## **IV. STATUS OF CLAIMS**

Claims 15 and 17-29 stand pending and rejected. Claims 1-14 and 16 have been cancelled. The rejections to claims 15 and 17-29 are appealed.

## **V. STATUS OF AMENDMENTS**

An Amendment After Final Rejection was filed March 16, 2007 with amendments to the claims. An Advisory Action of March 23, 2007 entered these amendments. Thus, all amendments have been entered.

## **VI. SUMMARY OF CLAIMED SUBJECT MATTER**

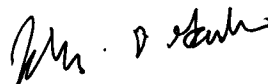
Claim 15 is directed towards a computer-assisted method of providing agricultural marketing services to independent agricultural producers to assist in raising the income of the agricultural producers (see e.g. p. 9, lines 2-19). The method includes developing written agricultural marketing action plans. The agricultural marketing action plans require updated marketing information (p. 9, lines 9-18). The method also provides for tying financial obligations of the agricultural producers to the use of the written agricultural marketing action plans such that the agricultural producers are required to commit to using the written agricultural marketing plans as a condition for receiving financing (p. 6, lines 16-20). The method further includes electronically providing marketing information to the agricultural producers in order to update the written agricultural marketing action plans (p. 7, lines 9-12).

## **REMARKS**

In response to the Non-Compliant Appeal Brief mailed September 6, 2007, attached is the section of the brief "Status of the Claims" listing the cancelled claims as requested. No other changes have been made.

No fees or extensions of time are believed to be due in connection with this paper; however, consider this a request for any extension inadvertently omitted, and charge any additional fees to Deposit Account No. 26-0084.

Respectfully submitted,



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